



Dr. Mitchell Brown

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**LEADING PLASTIC SURGEON LAUNCHES
NEW ONLINE RESOURCE FOR WOMEN**

Dr. Mitchell Brown, a Toronto-based plastic, reconstructive and cosmetic surgeon, launches www.torontobreastimplant.com

TORONTO, ON, March 17, 2003. Is breast augmentation right for every woman? Does it really matter what kind of doctor performs the surgery? These questions and many more can now be answered at www.torontobreastimplant.com launched earlier today.

Dr. Mitchell Brown, the site's creator, has extensive education and training in the field of plastic surgery, specifically in the area of breast and body contouring surgery. He holds a medical degree from the University of Western Ontario and obtained his Fellow of the Royal College of Surgeons of Canada (F.R.C.S.C.) in Plastic and Reconstructive Surgery in 1993.

Currently he is an active staff member at North York General Hospital and Sunnybrook & Women's College Health Sciences Centre, both in Toronto, Canada. Dr. Brown is one of the most experienced doctors in Canada in the use of cohesive gel breast implants.

His years of experience, his education and training and his extensive research have given him tremendous insight into what women need to know. He's listened to and answered many questions. The website is a natural extension of his accumulated knowledge and an opportunity for him to empower women to make better decisions about implant surgery.

Dr Brown is deeply committed to furthering the quality of aesthetic and reconstructive breast surgery. He performs between 150 and 200 breast augmentations annually and lectures frequently on the subject. He has helped patients with breast cancer gain confidence and satisfaction in their appearance through breast reconstruction with the use of a variety of implants.

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The site offers information on breast implants, what to expect before and after surgery, patient information and much more. www.torontobreastimplant.com provides answers to many potential questions as well as key items to consider. "More and more people are choosing this kind of surgery", Dr. Brown said, "It's important for them to take many factors into consideration such as choosing a qualified plastic surgeon, picking the right procedure, understanding what's involved and so on. www.torontobreastimplant.com gives people the opportunity to make better and more informed decisions, when it comes to breast implants."

In speaking with his patients and to the community at large, he realized the tremendous impact that technology is having in creating a need and desire for more and better information. Among Internet users, a 2001 survey on Internet usage revealed, 70% of women searched the Internet for information on goods and services. Further 52% of women used the Internet to search for health and medical information (Changing our ways: Why and how Canadians use the Internet, www.statcan.ca).

"People are doing extensive research on their own before making major decisions. As a professional in the field, I felt it would be important to provide people with a resource. There are so many things to consider when you are thinking about implant surgery", he noted, "this website allows you to have some of your questions answered in the privacy of your own home".

In addition to launching a new website, Dr. Brown regularly presents at seminars and lectures on the subject. Dr. Brown will be presenting a seminar titled "Current Issues in Breast and Body Contouring Surgery" at the upcoming New You Show, taking place between March 21 – March 23 at the Metro Toronto Convention Centre.

About Dr. Brown

Dr. Mitchell Brown is one of Canada's top plastic surgeons specializing in aesthetic and reconstructive breast surgery and body contouring. In clinical practice since 1995, Dr. Brown is often requested to lecture on the topic of breast surgery and educate others in the field. He is the founder and co-course director of the Toronto Annual Breast Surgery Symposium, Canada's largest annual medical symposium of its kind. Dr Brown works extensively with saline filled breast implants and is one of the leading experts in Canada on the use of the cohesive gel filled breast implant.

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